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Morgan Group Finds an Invaluable Ally in Power Pro During Pandemic

Introduction

The Morgan Group (Morgan) is a privately held developer and manager of Class A apartment communities. Based in Houston, the company specializes in upscale urban construction and third-party property management across the U.S. Morgan currently manages approximately 10,000 apartment units in Arizona, California, Florida, Missouri and Texas.

Morgan began using Power Pro's iPad-based mobile leasing app at some of its communities in 2016 and is now using the solution across most of its portfolio.

During the pandemic, Morgan has put the app's integration with Zoom to effective use.

THE MORGAN GROUP INC.

36 Properties
10,505 Apartments

A Big Help in the Pandemic

Like multifamily properties across the country, Morgan's communities suddenly found themselves needing to connect with prospects through video calls when the coronavirus hit.

Fortunately, the Power Pro mobile leasing app used by Morgan was able to lend a big hand. That's because leasing associates can easily launch Zoom calls with prospects while in the app.

Just as important, the app captures these calls and makes sure they're logged in Morgan's property management systems.

"There's a record of every one of those engagements in the guest card, and that's key," said Joe Melton, vice president of marketing and management support services at Morgan. "It's absolutely critical that we make sure we capture that traffic and every opportunity."

For Morgan, the ability of the Power Pro app to seamlessly integrate with property management systems and other multifamily solutions is one of the app's major selling points.

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"One of the things that I've been really passionate about is the need for real integration," Melton said. "Integration is key, and that's what you get with Power Pro."

Power Pro's integration with Zoom also enables leasing associates who are working at home during the pandemic to easily connect with prospects while ensuring that those interactions are tracked.

"The location of an associate isn't even an issue," Melton says. "The prospect doesn't have to know where you are."

The Power Pro app is designed to unchain onsite associates and visiting prospects from leasing-office desks. When a prospect arrives onsite – something that is obviously happening less during the pandemic – Power Pro allows leasing associates to perform critical leasing tasks and gather needed information from the prospect while anywhere on a property, whether sitting in a comfortable courtyard or walking through an apartment home. It greatly enhances a community's ability to create a comfortable, personalized visit and tour for prospects.

Now, as Morgan and other operators are discovering, Power Pro helps pave the way for comfortable and relaxed video calls for associates and prospects, too.

Keeping Expenses in Check

Integration and Zoom calls aren't the only reasons why Morgan is so bullish on Power Pro.

The operator also is quick to tout the fact that Power Pro works without an internet connection – meaning associates can do things like fill out a guest card, show community photos to a prospect and access real-time information on pricing without being online. When an associate gets back within Wi-Fi range, the app communicates with the community's property management system and all needed updates are made in the system. Of course, Zoom calls require a Wi-Fi connection or an iPad with a data plan.

"It's this two-way conversation through Wi-Fi that happens so you can imagine the cost savings of just getting iPads that are Wi-Fi only versus having ones with full data plans," Melton said. "For four years, we've just been buying awesome iPads that only have Wi-Fi, and the Power Pro team continues to make sure that they talk back and forth to our platforms with no problems. We have deployed at least one tablet at each location with a data plan at this point to be able to do virtual tours and virtual open houses seamlessly at our communities."

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